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Neosho Nurseries Co.

"Yours for Growing Satisfaction"

NEOSHO, -:- MISSOURI

F. O. B. Neosho Price List

These prices effective January 1, 1924, supercede all previous lists, are F. O. B. Neosho and are subject to change without Notice.

PRICES: These prices are net f. o. b. Neosho, and are subject to stock being unsold when order is received. Transportation charges are paid by the purchaser upon receipt of the goods. If such charges were prepaid the prices would have to be higher. In any case, the purchaser pays for transportation.

PRICES ON LARGE QUANTITIES will be quoted on a definite list of varieties, with number, size and age required.

TERMS: A deposit of 10 per cent of the total amount of the order will be required with the order, the balance to be paid before shipment. If orders are to be forwarded after February 15, 1924, the balance is due on that date.

On credit sales, prices would have to be higher to take care of losses which a credit business always has to meet.

DATE OF SHIPMENT: Peonies can be shipped after September first, Iris after July first; other stock from about November 1st on into May. In case of fire, flood, hail, frost and shortage of nursery stock or other causes beyond our control, shipment may be postponed or even excused entirely and purchase price refunded.

TRUE-TO-NAME: No guarantee of true-to-name stock can give greater insurance than the precautions and care we exercise in labeling our stock correctly. If however, any tree or plant should prove untrue to name it is mutually agreed that we are not to be held liable for more than the purchase price or replacement without charge.

FIRST NATIONAL BANK,
NEOSHO, Mo.

To Whom It May Concern:

We are very well acquainted with the men in charge of the Neosho Nurseries Co., and do not hesitate to say you can depend absolutely upon any statement they make as being correct, and if any mistake of any kind should occur in your dealings with them we know you will not have any trouble whatever in getting it corrected.

(Signed) E. C. COULTER, Cashier.

PARCEL POST: Postal regulations limit the size of trees and plants that can be shipped by mail. Shipments can be forwarded by Prepaid Parcel Post if customer remits 20 per cent additional to cover postage. Trees over 4 feet tall cannot be sent by mail.

NOTE: All shipments to Canada must go by express or freight.

EXPRESS is usually the quickest and most satisfactory method of shipment. Express charges are made on actual weights and delivery is made in the larger towns.

EXPRESS Charges from Neosho:

	On 35 lbs.	On 100 lbs.
To Kansas City, Mo.....	\$1.12	\$2.48
To Chicago, Ill.	1.66	4.08
To Cleveland, O.	1.84	4.58
To New York City.....	2.30	5.90
To Denver, Colo.	2.00	5.02
To St. Paul, Minn.....	2.00	5.02
To New Orleans, La.	1.93	4.80
To San Francisco, Calif..	4.82	13.10

The approximate weight of express packages of 100 trees of various kinds is as follows:

100 Peach Trees, 7-16—9-16 in.....	85 lbs.
100 Apple Trees, 9-16—11-16 in.....	100 lbs.
100 Cherry Trees, 7-16—9-16 in.....	76 lbs.

"YOURS FOR GROWING SATISFACTION." That is our motto. It means that we send you

Varieties truly labeled;
Good sizes for their age;
Dug only after fully mature and dormant;
Handled without exposure to sun or wind;
Free from insect pests and diseases;
Vitality unimpaired;
Packed properly to arrive in prime condition;
Reliable information on how to handle, plant, prune and properly care for the trees or plants.

It means your satisfaction when your order arrives, your satisfaction when fruit is produced or your ornamentals reach maturity, and satisfaction that will continue from year to year. Satisfaction, in fact, which amply repays you for the surprisingly small expenditure of your thought, time, labor and money.

FREIGHT charges are made on actual weight, except on less than 100 lbs., in which case you pay for 100 lbs. Large shipments go by fast freight and when necessary in refrigerator cars.

INSPECTION: Our nursery stock is inspected every year by state officials and every package bears their certificate of inspection. We also comply with the regulations of other states into which we ship. Some require special permits or special tags on each package, or reports of each sale, and some even require bonds of \$1,000 to \$5,000 for the faithful performance of obligations to the buyer.

GUARANTEE: We guarantee our stock to reach the customer in good condition, to be free from dangerously injurious insects and diseases and to be the size, age and quality represented under penalty of replacement, provided the customer reports within ten days of arrival of the goods and holds any unsatisfactory stock subject to our disposal, heeling it in properly.

REPLACEMENTS: The life of a tree or plant after it reaches the planter depends upon conditions over which we have no control. The chief causes of failure after nursery stock is received are: Drying out in the sun or wind or freezing in the cold; failure to properly prune the roots and tops; crowding the roots into small holes cut out of the sod; failure to tramp the soil firmly about the roots; lack of proper care and attention.

NEWTON COUNTY BANK
NEOSHO, Mo.,

Neosho, Mo. July 17, 1923.

To Whom It May Concern:

The owners and management of the Neosho Nurseries Co. are well known to us and we are glad to heartily endorse the character of service they render, as well as their methods of doing business.

Newton County Bank,
(Signed) M. T. RICE, Cashier.

HOW TO FIGURE PRICES: Most nurseries print each, 10 and 100 rates, but explain that 5 trees of a class or kind are sold at the 10 rate and 25 at the 100 rate. Why don't they just print each, 5 and 25 rates and make it easier for the customer and themselves? The quantity rates apply only on varieties of the same kind or class. Any 5 apple and crabapple trees secures the 5 rate, but 2 apple and 2 peach and 1 cherry are charged at the each rate. 25 trees of a kind are charged at the 25 rate; for instance, 25 two year apple 9-16 up cost \$16.25, but 10 apple, 10 peach and 5 cherry 9-16 up, would cost \$16.75.

SIZE OF TREES: In June, 1923, the American Association of Nurserymen adopted Horticultural Standards which included the grading of nursery stock. We are members of the Association and have followed the standards of sizes in this price list. Bear in mind that varieties of the same kind or class vary in habits of growth, for instance, a Yellow Transparent apple tree with caliper of 9-16 up will not be as tall as a Stayman Winesap of the same age and caliper. In any case the top must be cut back at planting and it is the part that is left that really counts. The caliper is the diameter measuring 2 inches above the collar or bud.

MAKING OUT YOUR ORDER: Our order blanks are arranged for your convenience as well as our own.

State the number and size of each variety wanted.

Write plainly your name and address (also shipping station if different from post office).

Make remittance by check, draft or money order.

CHANGES IN ORDERS: State on order if we shall make changes, when necessary, in sizes or varieties.

PRICE LIST---F. O. B. NEOSHO

APPLE—Baldwin, Black Ben, Delicious, Duchess of Oldenburg, Grimes Golden, Jonathan, King David, Livland, Maiden Blush, Mammoth Black Twig (Paragon), McIntosh, Northern Spy, Paragon (Mammoth Black Twig), Red Astrachan, Red June, R. I. Greening, Rome Beauty, Stayman, Sweet Bough, Wealthy, Winesap, Winter Banana, Yellow Transparent, York Imperial.

Two-Year—	Minimum	Each	5	25
Diameter	Height	Rate	Rate	Rate
11-16 up	5 ft. up	.85	.80	.75
9-16—11-16	4 ft. up	.75	.70	.65
7-16— 9-16	3½ ft. up	.60	.55	.50

CRABAPPLE—Excelsior, Hyslop. Prices same as apple.

PEACH—Arp Beauty, Belle of Georgia, Carman, Champion, Crosby, Early Elberta, Early Rose, Elberta, Greensboro, Heath Cling, Krummel, Late Crawford, Mayflower.

Diameter	Minimum	Each	5	25
Height	Rate	Rate	Rate	Rate
11-16 in. up	5 ft. up	.65	.60	.55
9-16—11-16	4 ft. up	.55	.50	.45
7-16— 9-16	3 ft. up	.45	.40	.35
5-16— 7-16	2 ft. up	.35	.30	.25

CHERRY—Early Richmond, Montmorency.

Diameter	Minimum	Each	5	25
1 in. above Bud	Height	Rate	Rate	Rate
11-16 in. up	4 ft. up	1.50	1.40	1.30
9-16—11-16	3½ ft. up	1.00	.95	.90
7-16— 9-16	2½ ft. up	.85	.80	.75

PEAR—Bartlett, Garber, Kieffer, Seckel.

Diameter	Minimum	Each	5	25
Height	Rate	Rate	Rate	Rate
9-16—11-16	4 ft. up	1.25	1.15	1.10
7-16— 9-16	3½ ft. up	1.00	.90	.85

DWARF PEAR, Two-Year—Anjou, Bartlett, Duchess d'Angouleme, Seckel.

Diameter	Each	5	25
½ to ¾	Rate	Rate	Rate
	1.00	.85	.75

PLUM—Abundance, America, Burbank, Red June, Shropshire, Wild Goose.

Diameter	Minimum	Each	5	25
Height	Rate	Rate	Rate	Rate
11-16 up	5 ft. up	1.25	1.20	1.15
9-16—11-16	4 ft. up	1.00	.95	.90
7-16— 9-16	3½ ft. up	.80	.75	.70
5-16— 7-16	2½ ft. up	.50	.45	.40

APRICOT—Superb.

Diameter	Minimum	Each	5	25
Height	Rate	Rate	Rate	Rate
9-16—11-16	3 ft. up	1.00	.95	.90
7-16— 9-16	2½ ft. up	.80	.75	.70
5-16— 7-16	2 ft. up	.50	.45	.40

QUINCE

Diameter	Each	5
½ to ¾	Rate	Rate
	1.10	1.00

CURRENTS—London Market, Perfection.

Each	5	25
Rate	Rate	Rate
.40	.35	.30

GOOSEBERRIES — Downing, Oregon Champion.

Each	5	25
Rate	Rate	Rate
.40	.35	.30

RHUBARB

Per Each	Per 5	Per 25	Per 100
.15	.60	2.25	7.00

We shipped 2,000 strawberry plants to a Missouri customer April 6, 1922. He immediately wrote:

"All the neighbors who saw them said they were the poorest plants they ever saw. Believe me, I will see that you lose many times that much in future business. I think your motto must be a big joke." January 27, 1923, he wrote, "The percentage of loss was next to nothing. I believe now I like your method of sending out plants pretty well. I now have a fine patch but will be in the market for more plants this spring if you will kindly send me price list."

GRAPE VINES

	Each	5	25	100
	Rate	Rate	Rate	Rate
Concord20	.15	.12	.10
Moore Early25	.20	.17	.15
Niagara25	.20	.17	.15
Other Varieties40	.35	.30	.25

Other Varieties—Agawam (Red—Midseason), Brighton (Red—Early), Campbell (Black—Early), Delaware (Red—Early), Diamond (White—Early), Worden (Black—Early).

BLACKBERRY—McDonald, Lucretia Dewberry, Early Harvest, Eldorado.

5	25	100
Rate	Rate	Rate
.12	.10	.08

RASPBERRY—Cumberland, Kansas, Cuthbert, Ranere (St. Regis).

5	25	100
Rate	Rate	Rate
.12	.10	.07

STRAWBERRIES—Aroma, Dunlap.

Per 25	Per 100	Per 500	Per 1,000
.75	1.50	6.00	9.00

Progressive (Everbearing).

Per 25	Per 100	Per 500	Per 1,000
1.10	3.50	12.00	16.00

ASPARAGUS—Washington.

Per 10	Per 25	Per 100
.50	1.00	2.50

HORSE RADISH

Per 5	Per 25	Per 100
.50	1.75	5.00

A prominent horticulturist wrote us December 12, 1922:

"One can hardly escape the conviction that a firm that puts out such a conservative and helpful catalog will back up its statements with reliable goods and genuine service."

We cannot insure your success but have tried to safeguard it as much as possible. A lady in New Jersey wrote us on January 30, 1923, as follows:

"I received your catalog and enjoyed it very much. If all catalogs were to give as much advice, more would plant fruit and flowers. It is so simple, you have made everything so clear, it seems impossible to make any mistake."

TIME PROVES THE VALUE OF EXCEPTIONAL NURSERY STOCK

Dr. Leonard Haseman, Chief Horticultural Inspector for Missouri, at a meeting of Horticultural Inspectors early in 1923, read a paper on "Inspecting Nursery Stock at Digging Time." We quote in part as follows:

"Summer inspection is inadequate. * * * * *

"Firms that have been discarding faulty trees due to crown-gall, aphids, hairy root and like troubles to the extent of 25 per cent are now considering a cull of 50 per cent if need be. One firm receiving inspection at digging time is culling in the field to the extent of 60 per cent of all trees of certain varieties. In this case the inspector has been throwing out on an average only one or two trees in a thousand after they reach the packing sheds. This is indeed culling with a vengeance for this particular nursery is on ideal soil, remote from orchards and they have always grown exceptional stock."

Dr. Haseman, who is also Professor of Entomology at the University of Missouri, naturally would not, in a public meeting, name the nursery to which he referred; but it was the Neosho Nurseries Co., as Dr. Haseman would tell you if you should ask him.

The fact is, we requested inspection at digging time, knowing that summer inspection is inadequate and hoping that such inspection after digging would ultimately be extended to all nurseries. For we realize that the planter should use only good, clean stock and we appreciate that the future of the nursery industry depends upon the growing satisfaction of the planter.

No planter of experience will set out inferior stock, for he realizes, possibly from sad and costly experience, that he is making a long-time investment and he appreciates the fact that the price of good trees becomes an insignificant matter compared with the **intrinsic value of the trees when they come into bearing.**

Everybody will agree that as Prof. Gould, U. S. Pomologist, says, "Good nursery stock of suitable kinds and varieties is fundamental to success in fruit growing." He also says, "It is difficult to describe good nursery stock." A good apple tree, for instance, calls for: good size for its age and variety, freedom from injurious insects and disease, not dug until the wood has matured and the tree is dormant, not exposed to drying sun or wind, a good root system, etc.

But qualifications you cannot see are also of vital importance. Vitality and variety are disclosed only by time. At the time you buy you cannot know the value of your purchase.

Many thousands are not willing to wait months, even years. They realize that the way to make sure of value is to **choose by name.** That is why they insist upon having Neosho Nurseries trees and plants. For Neosho Nurseries Co. stands for good service. That name means growing satisfaction to buyers, large and small, far and near. Read what some of the them have written us. (See following pages).

Yours for "Growing Satisfaction,"

NEOSHO NURSERIES CO.

VARIETY INFORMATION

The time of ripening varies according to variety, latitude, altitude, weather conditions, soil, fertilization, cultivation, nearness to water, lay of the land, etc. Varieties of apple like Rhode Island Greening, Northern Spy and Baldwin that do well in New England and New York will not give satisfaction in southern states because the fruit ripens early in the season and usually drops off before maturity.

As to when a particular fruit is ripe enough to eat, how long it is fit to eat and whether it is good to eat out of hand or only for cooking is a matter of opinion. It is difficult to understand but it is true that some individuals prefer the Ben Davis or Black Ben to eat out of hand to even the Delicious.

Size is indicated by S, small; M, medium; M. L., medium to large; L, large; V. L., very large. Use is indicated by D, dessert; C, Cooking.

Date when ripe enough to eat is at Geneva, N. Y. This date in the Ozarks of South Missouri and Northwest Arkansas is 10 to 30 days earlier.

APPLE						
Varieties.	Color	Quality	Size	Use	When ripe enough to eat	Weeks in common storage
EARLY SUMMER—						
Livland Raspberry -----	Red striped -----	Very good -----	M -----	C-D -----	July 10-30 --	2
*Yellow Transparent -----	Yellow -----	Good to very good -----	M -----	C-D -----	July 10-30 --	2
MIDSUMMER—						
*Red Astrachan -----	Red striped -----	Good to very good -----	M-L -----	C-D -----	July 20-30 --	3
*Red June -----	Red over yellow -----	Very good -----	S -----	C-D -----	Aug. 1-10 -----	3
*Duchess of Oldenburg -----	Red striped -----	Good to very good -----	M-L -----	C -----	Aug. 1-10 -----	2
LATE SUMMER—						
*Wealthy -----	Red striped -----	Good to very good -----	M-L -----	D-C -----	Sept. 10-20 --	5
Maiden Blush -----	Yellow with red blush -----	Good -----	M-L -----	C -----	Sept. 15-25 --	7
FALL—						
*McIntosh -----	Bright red -----	Very good to best -----	M-L -----	D -----	Oct. 15-25 -----	9
Grimes Golden -----	Golden yellow -----	Very good to best -----	M-L -----	D-C -----	Nov. 1-10 -----	12
King David -----	Dark red -----	Very good to best -----	S-M -----	D-C -----	Nov. 5-15 -----	12
Jonathan -----	Bright Red -----	Very good to best -----	M-L -----	D-C -----	Nov. 15-25 -----	14
WINTER—						
Delicious -----	Red striped -----	Best -----	L -----	D -----	Nov. 15-25 -----	10
Winter Banana -----	Yellow with red blush -----	Very good to best -----	L -----	D -----	Nov. 15-25 -----	9
R. I. Greening -----	Green and yellow -----	Very good -----	L-VL -----	C-D -----	Nov. 20-30 -----	12
Black Ben -----	Dark red -----	Fair -----	M-L -----	C -----	Dec. 1-10 -----	12
Rome Beauty -----	Red striped -----	Good -----	M-VL -----	C-D -----	Dec. 1-10 -----	12
Baldwin -----	Bright red -----	Good to very good -----	L -----	D-C -----	Dec. 1-15 -----	14
Northern Spy -----	Red striped -----	Very good to best -----	L -----	D-C -----	Dec. 5-15 -----	14
Stayman -----	Red striped -----	Good to very good -----	M-L -----	D-C -----	Dec. 15-25 -----	13
Winesap -----	Dark red striped -----	Good to very good -----	S-M -----	C-D -----	Dec. 15-25 -----	11
York Imperial -----	Red striped -----	Good to very good -----	L -----	C-D -----	Jan. 1-10 -----	12
Mammoth Black Twig -----	Dark red -----	Good to very good -----	L -----	C-D -----	Jan. 1-10 -----	13
CRABAPPLE—						
Excelsior -----	Red and yellow -----	Very good -----	V-L -----	D-C -----	Sept. 1-10 -----	2
Hyslop -----	Dark red -----	Good -----	M-L -----	C -----	Sept. 10-20 -----	2

*Ripen over a long season, an advantage for home use.

GRAPE				
Varieties	Color	Size	Quality	Remarks
Moore Early -----	Black -----	Medium to large -----	Good -----	Ripens two weeks before Concord.
Campbell Early -----	Black -----	Large -----	Very good -----	Keeps well.
Delaware -----	Red -----	Small -----	Very best -----	Standard of quality.
Worden -----	Black -----	Medium to large -----	Good to very good -----	Ripens week before Concord.
Diamond -----	Green -----	Large -----	Very good -----	Much better than Niagara.
Niagara -----	Green -----	Medium to large -----	Good -----	Most widely planted green grape.
Brighton -----	Red -----	Medium to large -----	Very good -----	Self-sterile, must have other varieties near for cross pollenization.
Concord -----	Black -----	Medium -----	Fair to good -----	Most widely planted.
Agawam -----	Red -----	Medium to large -----	Very good -----	Keeps till January. Most dependable of red grapes.

CURRENT.

Perfection is a large mild berry. Bush is vigorous and bears profusely.

London Market has medium to large rather acid berries, later than Perfection. Bush is vigorous, upright and very prolific.

GOOSEBERRY

Downing is the most widely grown variety, ripens before Oregon Champion.

Oregon Champion is an improved variety combining large size, high quality, productiveness and vigor.



A Luscious Treat

*"An apple a day" as many say
"Will keep the Medicine Man away."
Other fruits too are useful for health
Which many agree is better than wealth.*

*Experts declare with the greatest zeal
That fruit should be part of every meal.
But what we shall eat or what we drink
Is not determined by what they think.*

*The taste of food is what makes us eat
Some like it salty and some like it sweet,
Apple-butter, jelly, preserves and jam
Add zest to our bread, our beef or ham.*

*Nothing will cause such a satisfied sigh
As apples or cherries revealed in a pie.
Recall the days when you were a boy,
The fruit full ripened you did enjoy.*

*Nothing can equal the luscious treat
Of fruit just pick'd and ready to eat,
So plan your garden of fruit to-day,
Neosho Nurseries will make it pay.*

—Nezah.

PLAN YOUR FRUIT GARDEN NOW

You will agree with the Horticulturists who make the following statements in the 40 page bulletin "Growing Fruit for Home Use," issued in 1919 by the Bureau of Plant Industry—*

"Well-ripened sound fruit is healthful. It is also a valuable food. It should form a part of every meal, fresh when possible, or dried, canned, or otherwise preserved.

"Home-grown fruit is desirable—

"Because it reaches the family fresh and in the best possible condition.

"Because the family has fruit of which it would often be deprived if it had to be purchased.

"Because, if the proper varieties be selected, a continuous supply of fruit of superior quality may be secured, regardless of market prices.

"Because any surplus may be sold without difficulty, or may be canned, evaporated, or otherwise conserved for use when fresh fruit is not available.

"Because the care of the home fruit garden provides for spare time congenial and profitable occupation which is in reality recreation for those who enjoy seeing things grow."

Prof. L. H. Bailey in his book, "Principles of Fruit Growing," says:

"The commercial market ideals have come to be controlling and most fruit eaters have never eaten a first class apple or pear or peach and do not know what such fruits are."

This is most emphatically true with the blackberry. The delicious flavor of fully ripe blackberries is unknown to the majority, since most market varieties are inferior in quality, must be picked before fully ripe and do not ripen in transit, but begin to deteriorate immediately after picking.

*This bulletin may be secured by writing to the Department of Agriculture at Washington, D. C.

NEOSHO NURSERIES CO., NEOSHO, MO.

1824
1892
3

AT YOUR SERVICE

How often have you admired some beautiful blooms of shrubs, roses, etc., or tasted some delicious fruit and said, "I must plant some of those."

Failing to order at once because the planting season seems so far away, the impulse passes until the next blooming or fruiting season. And so another year is lost and planting may be indefinitely postponed.

Now is the best time to order, when our assortment is most complete. The man who orders early will be forehanded in preparing his ground so as to be ready to plant when conditions are right, a very important factor for successful growth. Let us help you now. Don't put it off until our busiest time, March and April, when we are hustling to get out orders.

Possibly our catalog or other booklets have helped you to make a good selection of varieties and a plan of your plantings so that you are ready to order.

To help you make the right start now, we submit a planting plan which may be easily varied to suit the plot of ground you may have available.

The varieties named are adapted to Missouri and adjoining territory, are of excellent quality and will provide fruit over a long season. There isn't space enough in this circular to list varieties adapted

to other districts, but you may safely leave the selection to us to secure reliable varieties adapted to your district, ripening over a long season and supplying quality fruit throughout the year.

But you may safely leave the selection to us to secure reliable varieties adapted to your district, ripening over a long season and supplying quality fruit throughout the year.

A citizen of Old Mexico sent us a draft for \$225.00 and told us to send him an assortment of our selection. We did so and to his satisfaction.

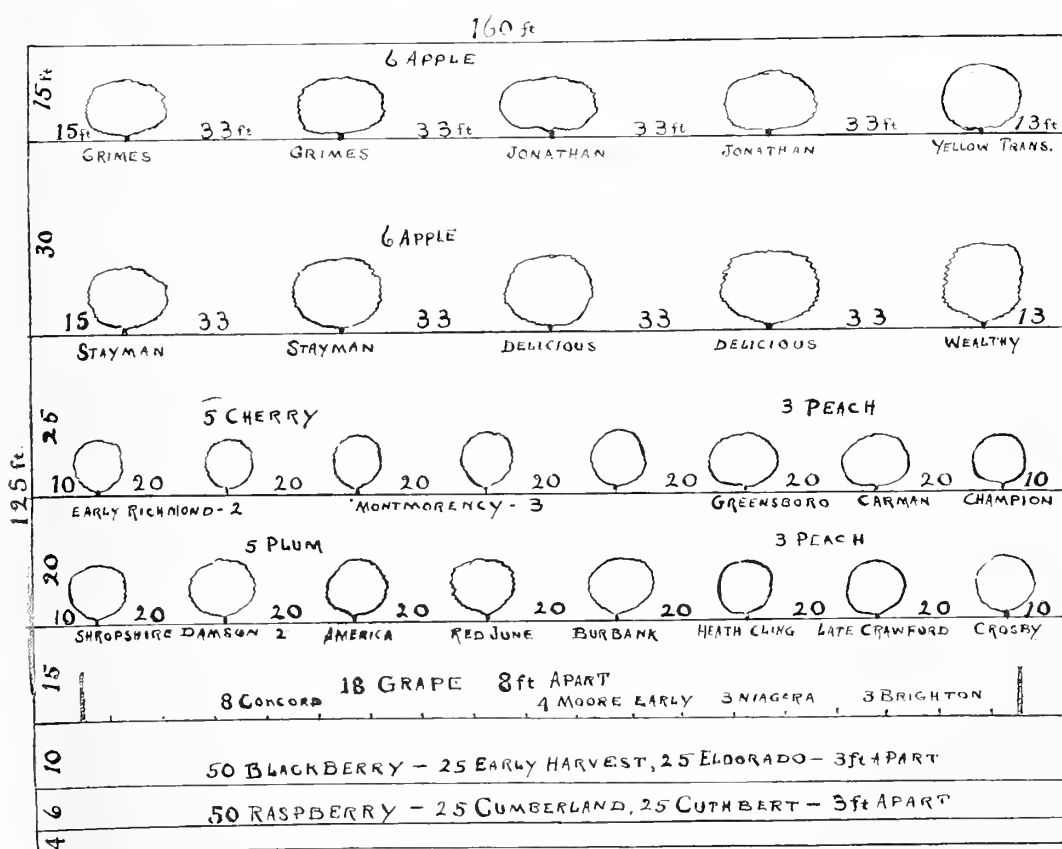
Our price list is enclosed. But remember, price is no criterion of value in nursery stock. A very high price does not insure quality. On the other hand, cheap trees are often poor trees and the saving in price is usually spent several times in trying to make a good tree out of a cull.

The service we render is expressed in thousands of letters from our customers. You will find a few enclosed.

Send your order now and let us help you enjoy Growing Satisfaction—Satisfaction when your order arrives—Satisfaction when fruit is produced or your ornamentals reach maturity—Satisfaction, in fact, which amply repays you for the comparatively small expenditure of your time, labor and money.

Yours for "Growing Satisfaction,"

NEOSHO NURSERIES COMPANY



A HOME FRUIT GARDEN

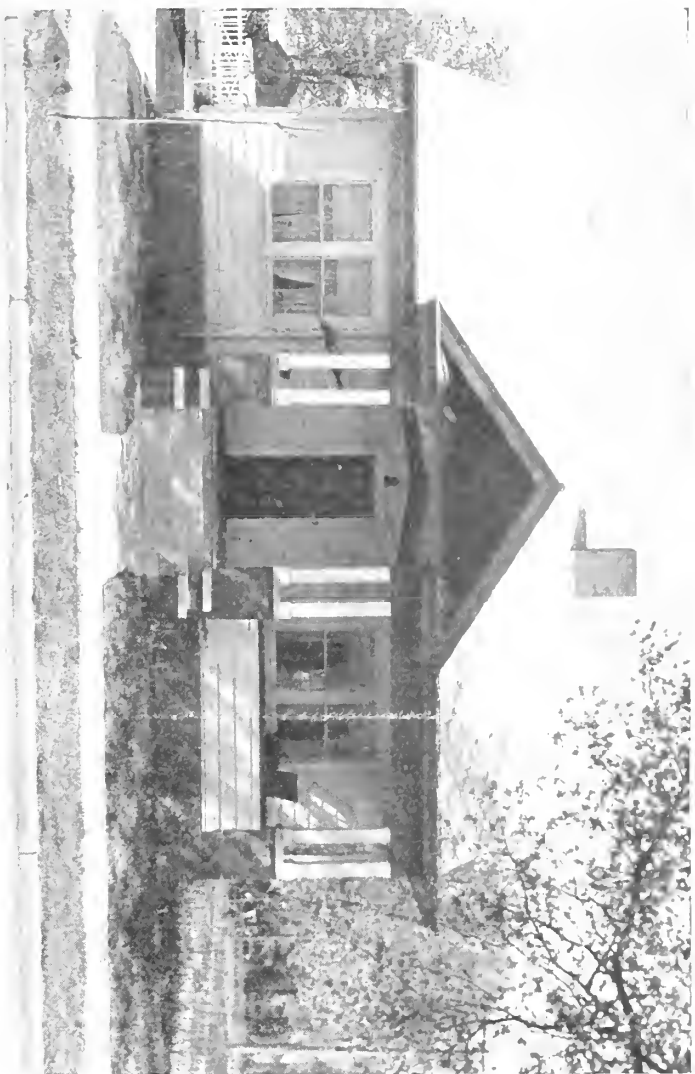
This plan shows what can be done with a little less than half an acre, 160 ft. by 125 ft. The distances between the plants and between the rows provide ample room when they are full grown. Remember that the roots of the trees will extend out beyond the ends of the branches. The varieties named in the plan are fine for Missouri. Most of them, however, are widely adaptable and will succeed in other sections also.

Between the apple trees in the row there is room for currants and gooseberries which will usually thrive better in partial shade.

Between the apple trees or between the rows, peach trees may be set, but they will have to be removed when the apple trees need more room. Between the rows, for several years, some prefer to grow vegetables or strawberries.

If a larger garden is desired, it is easy to make the rows longer or add more rows.

Send in your order now. We expect to please you as we do please others almost invariably.



WHAT A DIFFERENCE !

It is indeed surprising what can be done with a few well placed, selected ornamentals and at what little expense and trouble.

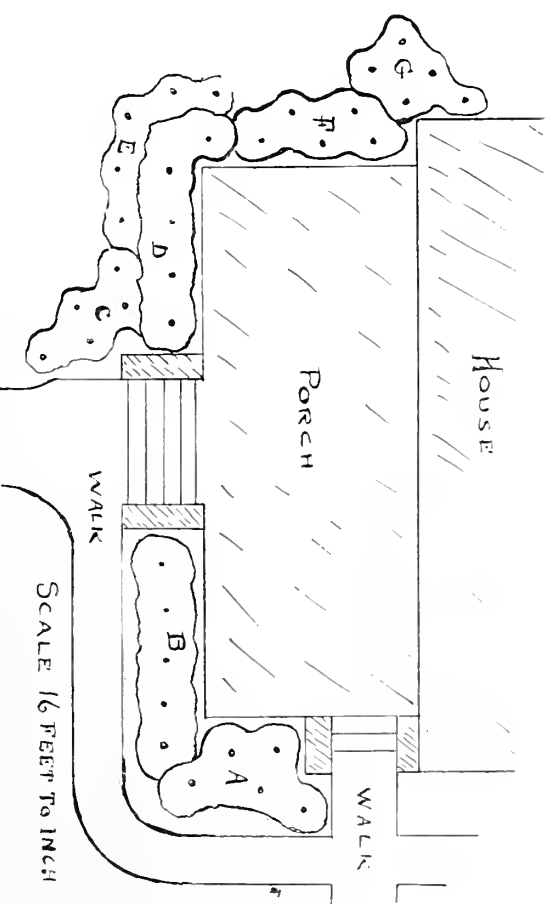
The house that is tastefully planted will rent more easily and for more money or sell at a higher price or you would find it a pleasanter place to live in yourself. The furniture, rugs, etc., you put **inside** your house **decrease** in value but the **outside** furnishings grow **more valuable** as the seasons pass.

Let us help you make your place more beautiful and more valuable. Send us dimensions of your lot and house, the distances from house to boundaries, height of house, height of foundation, height, depth and width of porch, width and location of walks, drives, trees and other objects, what views you wish to keep open, what to hide, points of compass, color of house, slope of ground, location of windows and kodak picture of house, if available. We will make you a pencil sketch showing what and where we would suggest planting with an estimate of the cost of the material.

Every house is a problem by itself, but the layout at the left will show how the planting was made in one instance.

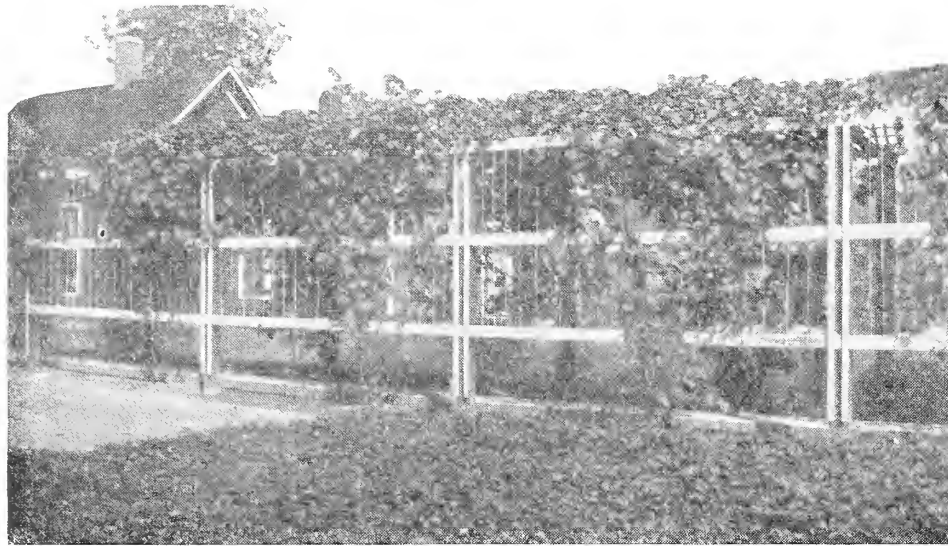
The planting season is short at best. Don't delay action or you may have to defer for another year the pleasure and profit that you would derive from beautiful flowers and foliage.

Make your plan **Now**.



This diagram shows varieties, number, location and arrangement of shrubs.
 (A) 5 Japanese Barberry. (B) 5 Rosa Rugosa. (C) 5 Crimon Spirea.
 (D) 5 Van Houtte's Spirea. (E) 5 Snow Garland. (F) 5 Snowberry. (G) 5
 Ledum's Dentata.

THE TRUE STORY OF TWELVE GRAPE VINES



These vines, Concord and Niagara, were planted early in the spring of 1922, produced grapes in 1923 and the picture at the left was taken in October, 1923.

Brookfield, Mo., Nov. 15, 1923.

"I purchased the vines from the Neosho Nurseries Company, dug good sized deep holes and planted the vines in soil enriched with some well-rotted manure. During the summer I occasionally tied up some of the runners. I also kept the weeds cut down. In December when I was sure the sap was in the roots I pruned the vines by cutting back the last growth on each runner from six inches to one foot. Before it got cold I mulched the vines to protect them in case of severe cold. This spring I removed the mulch and kept the weeds cut down eighteen inches from vines. The total time consumed in planting and caring for these vines would not exceed eight hours. It has enhanced the value of my property more than thirty times the cost, saying nothing about the value of the grapes, the joy of eating fresh picked, vine-ripened fruit and the satisfaction derived from a beautified home."

(Signed) WM. MEYERS.

TIME TELLS THE VALUE OF YOUR PURCHASE

There is just one way to be sure of good value in buying nursery stock—**Choose by name.** That is what thousands have found. That is why they insist upon buying **Neosho Nurseries** trees and plants.

For the **Neosho Nurseries** stands for good service. That name means growing satisfaction to small and large buyers.

It is easy enough to tell whether you have made a good purchase when the time comes to expect fruit or when ornamentals should present their mature beauty of flower or foliage. But why wait months or even years to find out?

Vitality, the most important quality in nursery stock, is something you cannot see. Vitality and trueness-to-name are revealed only after planting—maybe some years later.

Choose by name—Neosho Nurseries. That name is our trade mark—we have made it valuable to ourselves by making it valuable to others.

DELICIOUS PEACHES IN NINETEEN MONTHS

Just think of getting \$750.00 (\$2.50 per tree) for fruit only months after planting.

That is what Mr. Geo. Edrington of Osceola, Ark., did with 300 of our Early Rose peach trees, as told in his letters as follows:

Dec. 4, 1921.

"The trees were received in good shape. I think they are the best I ever saw."

July 1, 1923.

"I sold \$75.00 worth from these new trees (set out Nov. 1, 1921) yesterday. The new trees are a few days earlier than the old trees."

July 21, 1923.

"I am mailing you two photographs of my Early Rose. I set them out Nov. 1, 1921, gathered these peaches July 1, 1923."

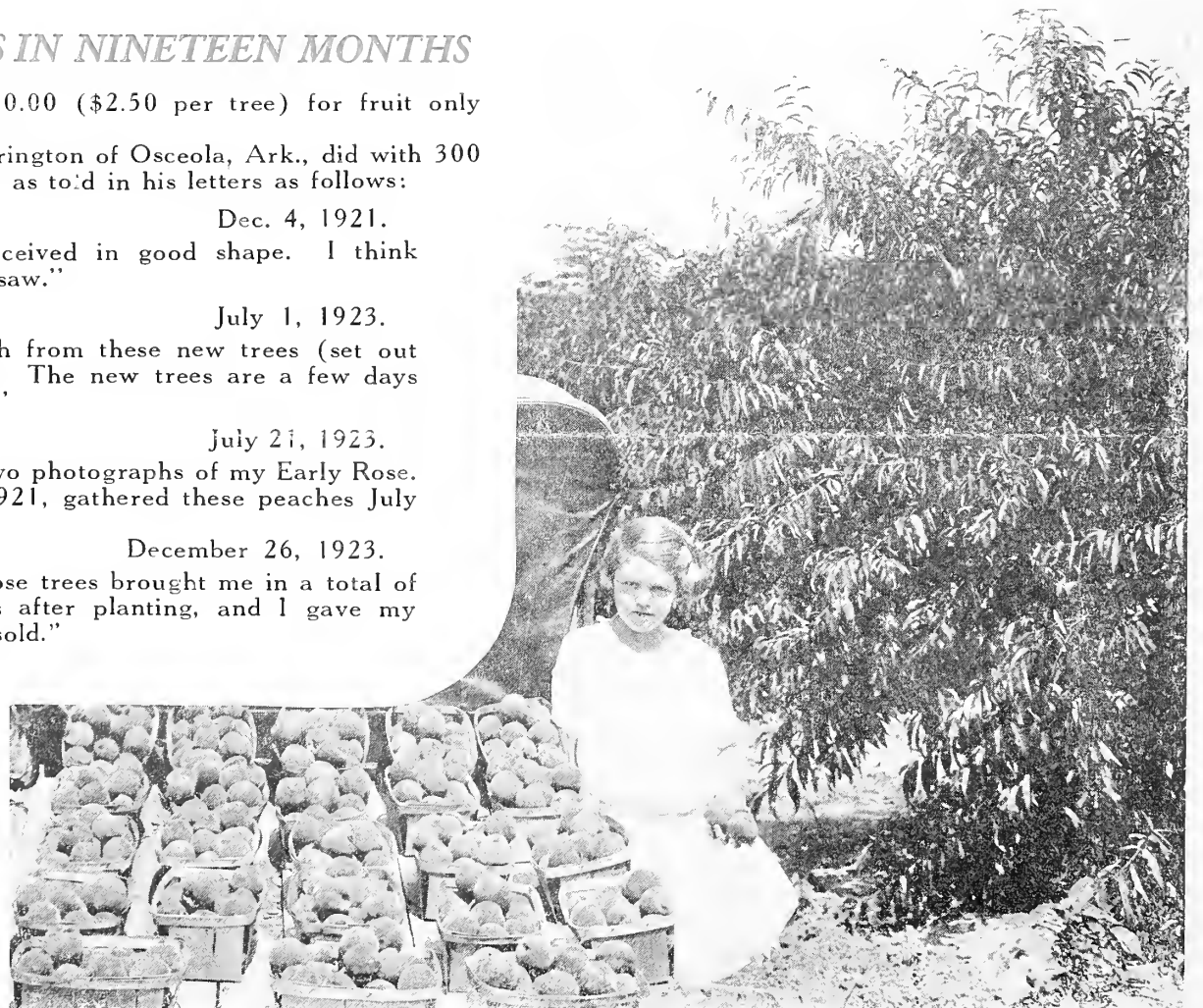
December 26, 1923.

"These 300 Early Rose trees brought me in a total of \$750.00 nineteen months after planting, and I gave my friends half as many as I sold."

One of these trees and the fruit are shown in the picture at the left.

Mr. Edrington selected a good site with good soil, properly prepared, bought first-class trees, handled, planted and cared for them carefully.

Let us help you also to enjoy such "Growing Satisfaction."



NEOSHO NURSERIES Co., NEOSHO, Mo.

Read What Others Say About Us

We print in this folder, a few out of the thousands of testimonials on file in our office. They show conclusively the high quality of our nursery stock and the reliability of the Neosho Nurseries Co. It is something every buyer of Nursery stock wants to be assured of.

INDORSEMENTS FROM EVERY BANK IN NEOSHO

Interested parties who wish to make further inquiries in regard to our responsibility, are requested to write any of these banks:



MEMBER
FEDERAL RESERVE SYSTEM

A. C. MCINTYRE, President
A. W. DUFF, Vice President
C. W. ROBERTSON, Vice President
RUTH M. BARNETT, Asst. Cashier
O. E. WARNE, Asst. Cashier
E. C. COULTER, Vice President and Cashier
E. E. CORNISH, Asst. Cashier
O. R. LANE, Asst. Secretary

THE FIRST NATIONAL BANK

NO. 6382

CAPITAL STOCK \$50,000 SURPLUS \$80,000

NEOSHO, MO.

September 7th, 1923

TO WHOM THIS MAY CONCERN:

We are very well acquainted with the men in charge of the Neosho Nurseries Co., and do not hesitate to say you can depend absolutely upon any statement they make as being correct, and if any mistake of any kind should occur in your dealings with them we know you will not have any trouble whatever in getting it corrected.

Very truly yours,

E. C. Coulter
Cashier

ECC 3JL

JOHN E. WAGNER, President
R. C. LAMSON, Vice President

O. W. EPPERSON, Cashier
E. L. MAHAN, Asst. Cashier

BANK OF NEOSHO

A GOOD BANK IN A GOOD TOWN

CAPITAL \$60,000.00

SURPLUS AND PROFITS \$20,000.00

NEOSHO, MISSOURI

Sept 5th, 1923

The Neosho Nurseries Co.,
Neosho, Mo.

Gentlemen;

We are indeed pleased to testify as to the reliability of the Neosho Nurseries Co. From close observation we believe they grow the very best trees, vines and shrubbery that is being distributed throughout the great middle west. Growing the best, and fair treatment, is in our opinion responsible for the splendid reputation you enjoy.

Very cordially yours

John E. Wagner
President

NEWTON COUNTY BANK

NEOSHO, MISSOURI

September 1, 1923.

To Whom It May Concern:

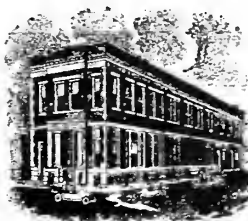
The owners and management of the Neosho Nurseries Co. are well known to us and we are glad to heartily endorse the character of service they render, as well as their methods of doing business.

The high quality stock supplied by the Neosho Nurseries is proven by fine orchards in this district.

NEWTON COUNTY BANK,

(Signed)

W. L. Rice
Cashier.



W. J. KELLEY, President
L. P. KELLEY, Cashier

NEOSHO SAVINGS BANK

INCORPORATED 1908

CAPITAL STOCK \$500,000.00

NEOSHO, MO.

Sept. 8th, 1923.

We heartily recommend the Neosho Nursery Co. They have a reputation for selling high grade stock, exceptional service and are perfectly honest in their dealings with customers.

NEOSHO SAVINGS BANK

By *A. L. McConnel*
President.

From ALABAMA

July 19, 1923

"Our trees all lived and are doing fine."
R. L. Baker, Baileyton, Ala.

From ARKANSAS

July 30, 1923

"The nursery stock bought last season has done exceedingly well. Have lost to date only two apple out of 54, and 22 grapes out of 1360, altho very dry and hard on them."

Mrs. B. F. Miller, Gentry, Ark.

July 23, 1923

"The trees I got from you last winter have done well. I have lost but one out of 132. They are by far the best first season trees I have seen around here, and I am sure they will make a fine block in my orchard."

C. L. Oldham, Gravette, Ark.

August 1, 1923

"The peach trees have done remarkably well. They have had good attention, all lived and have made a vigorous growth."

Omar L. Jewell, Hardy, Ark.

July 18, 1923

"In regard to the nursery stock purchased from you people last spring, everything is growing nicely except one peach and one cherry. The gooseberries and raspberries have grown vigorously, from the dozen small raspberry plants we got enough berries to make several pies and they are still bearing. All the grapes lived and are doing fine. But considering that it was late in the spring when I ordered the trees I think that I was lucky in getting all of them but two to grow."

R. R. Russell, Ft. Smith, Ark.

From BRITISH WEST INDIES

February 5, 1923

"I beg to acknowledge with many thanks your favor of 16th ulto., together with your booklets and the 50 strawberry plants which arrived nice and moist and in good condition."

R. E. Davis, St. Vincent, B. W. I.

From CANADA

July 30, 1923

"Beg to say that the nursery stock I bought from you is entirely satisfactory. Every one of the peach trees are alive and growing fine, the grape vines are all doing well and growing nicely. I bought nursery stock from 5 different Nurserymen and yours has done the best of any."

S. Davis, Wilsonville, Ont., Canada.

From COLORADO

July 30, 1923

"Out of the 190 trees we have not lost one. We can and surely will speak a good word for Neosho Nurseries Co."

J. J. Radford, Loveland, Col.

July 16, 1923

"I am now in position to report on the trees I received from you. Was well pleased with the lot, some of the grapes are bearing first season."

E. Stephens, Rifle, Col.

From ENGLAND

August 22, 1922

"The trees I had from you in the spring are growing well considering that we have had only about half our usual rainfall."

G. N. Holbeach Lines, England

From FRANCE

"The trees arrived in good condition."

Henry S. Iselin

From GEORGIA

July 20, 1923

"I beg to say that whatever purchases I have made from you have turned out O. K."

W. L. Grayson, Savannah, Ga.

From ILLINOIS

July 19, 1923

"The fruit trees I ordered of you were fine trees and quite large. They have all made a good growth up to now. I am well satisfied with them. Several of my neighbors saw them and some of them will want a few trees in the spring."

J. W. Augur, Mt. Auburn, Ill.

July 16, 1923

"Will say the 109 apple trees I bought from you last spring have done fine, not a tree failed to grow."

J. E. Bigelow, Riverton, Ill.

July 29, 1923

"Your trees and vines stock and treatment are the best I ever had. You are 22K fine. Intend to send you another order soon."

T. N. Johnson, Springfield, Ill.

July 10, 1923

"Answering your circular letter as to stock sent me this spring: Just as two years ago when I was at Fisher, it is A1. My strawberries there were a wonder to all and I have a fine stand of the Dunlap for next year bearing. I am pleased with my stock received from you."

Rev. U. G. Johnston, Saybrook, Ill.

July 8, 1923

"Out of the 375 peach trees bought of you we only had one to die, the other 374 are living and growing fine. I wish to add another thought, we were given the best service and the best packed trees laid down at our station, and in every way pleased more with your stock than any nursery that we ever had any dealings with."

E. E. Evans, Casey, Ill.

From INDIANA

July 25, 1923

"All my trees lived and grew much faster than others planted at the same time. Am well satisfied with the trees."

B. S. Ryker, Evanston, Ind.

August 28, 1923

"I have about 3000 of your peach and apple trees in bearing now and surely can claim some fine Delicious and Hale. Might state that the Delicious and Hales came true to name all the way through."

R. P. Hoffman, Paoli, Ind.

July 16, 1921

"Replying to your letter would say the stock I bought of you this spring came in good shape and I haven't lost a tree from the 50 peaches and at this time have a growth of about 30 inches."

Robt. Anderson, Knox County, Ind.

July 18, 1923

"Will say I have purchased only a small quantity of nursery stock from you but have been well pleased with what I have bought and have no thought of buying elsewhere when in need of more. I have been favorably impressed with all your statements and believe you give your customers a square deal."

T. Bixler, Mitchell, Ind.

August 26, 1923

"Out of the 100 peach trees I bought of you last fall I never lost one—they are growing nicely and have already made fine growth."

I. F. Harrison, Mitchell, Ind.

July 31, 1923

"The trees and shrubs received from your Nurseries last fall were in first class condition. Without exception your stock has the best roots of any I have ever received from any firm."

Mrs. E. Over, Indianapolis, Ind.

From IOWA

July 26, 1923

"The stock I purchased from you last spring has proven quite satisfactory in every way. Every plant lived and all the trees have grown well. The cherry trees are the best I ever saw. I have recommended your company to some of my neighbors and you may feel sure of any larger orders I may need in the future."

W. McCreery, Hedrick, Ia.

From IRELAND

"I am pleased to inform you that the apple trees sent a year ago all grew."

J. Gilmore, Killymaddy, Ireland

From JAPAN

"The trees came in perfect order and they are doing well. Your packing is very good."

J. Ivison, Yokohama, Japan

From KANSAS

July, 1923

"I am glad to tell you that out of 200 trees that I got from you last fall, that I have not lost a single tree. And they have practically all made splendid growth, many of the branches at this date being 3 to 4 feet long."

L. W. Everhart, Ft. Scott, Kans.

August 2, 1923

"The nursery stock I received from you this spring and in fact all I ever bought have proven so satisfactory and as I have followed your instructions in handling them to the letter I have had no losses at all. In fact I do not think the stock could have been better."

L. Garrett, Sedan, Kansas

July 23, 1923

"Will say the nursery stock I ordered from you last spring, like most everything I have ordered from you in the past, seems to have a habit of growing and living. I don't think I lost anything."

S. Hogsett, Brownell, Kansas

July 1, 1923

"The nursery stock I purchased from you last spring was very satisfactory. Every one of the 100 strawberry plants grew as did the fruit trees, and appear to be doing well." M. C. Shaible, Salina, Kans.

July 1, 1923

"All of my cherry and apple trees started nicely and I am well satisfied with them." F. M. Wadley, Wichita, Kansas

August 8, 1923

"In regard to the trees (203) I purchased of you last winter will say that every tree is alive and doing fine, except one apple tree that I cut down while mowing weeds."

J. A. Hamilton, Bronson, Kansas

From KENTUCKY

July 26, 1923

"We wish to advise that we are more than pleased with the trees we purchased from you last fall. The trees were all fine healthy trees and out of the planting of 1000 trees we have only lost three trees, and all of the planting has made a most wonderful growth this season, the new growth will average better than three feet to each tree. Several fruit men who have recently seen our orchard say it is the best growth they have ever seen for the first seasons growth and all unite in saying it is by far the best orchard they have seen in the state of Kentucky."

H. D. Graham, Bowling Green, Ky.

July 5, 1923

"Replying to your inquiry regarding the stock purchased of you last spring. I am glad to say I am thoroughly pleased."

Mrs. C. M. Day, Henderson, Ky.

From LOUISIANA

June 21, 1923

"I take pleasure in stating that the trees I received from you are all growing and doing fine. I am very much pleased with them." J. M. Townley, Elma, La.

June 18, 1923

"All of the stock we have heretofore purchased from you has been quite satisfactory, and we are free to say that the

trees which you have sent us are larger and hardier than any we have ever bought from any other nursery house. All of the stock that we planted has grown very satisfactorily and we have only the highest commendations to make of our dealings with you."

E. J. Hamley & Son, Lake Providence, La.

From MAINE

July 27, 1923

"Our trees came in good order and are growing very well, none have failed to live and all seem just right. One Livland Raspberry had twenty-seven blossoms on it, which seems to show that it will be a young bearer. We thank you for the good trees."

W. C. Paine, Salisbury Cove, Maine

August 21, 1923

"The Wealthy trees I bought of you this spring are doing fine, also the Delicious planted two years ago."

R. A. Curtis, Freeport, Maine

From MICHIGAN

June 3, 1923

"Last fall I received 208 cherry trees from you. I am pleased to tell you every one of them lived."

La Rue Labadie, Paw Paw, Mich.

July 2, 1923

"Your letter of the 16th tells one you do not forget your customers. I received the trees as ordered, also the extra shrubs, many thanks for sending them. My trees are all growing fine."

C. M. Walsworth, Battle Creek, Mich.

From MISSISSIPPI

August 14, 1923

"I did not buy anything last season for my own planting. My orchard space is full with Neosho trees. I have never lost a tree and all are flourishing, which I have bought from you."

B. H. Jones, Canton, Miss.

From MISSOURI

August 11, 1923

"I know of no stronger endorsement to give the nursery stock I purchased from you through your representative, than to say it is growing 100 per cent. Despite the dry, hot weather it is standing up remarkably well. We are more than pleased with our venture with Neosho Nursery stock and you can rest assured that when we get anything along the nursery line it will come from your firm."

E. L. Dale, Carthage, Mo.

July 24, 1923

"The nursery plants I got of you last spring are growing fine. I never as yet had any trouble getting nursery stock to grow that comes from your nursery."

J. L. Lierly, Gilman City, Mo.

July 21, 1923

"Will say the trees were entirely satisfactory. I lost a smaller per cent than the alcohol in beer. Out of 365 lost 1 tree. I would take pleasure in recommending you."

A. Graham, Grain Valley, Mo.

July 5, 1923

"One who could not be satisfied with such orchard stock as you sent me last year belongs in some other world. Did it grow? It couldn't help it."

I. W. Basye, Bowling Green, Mo.

July 28, 1923

"The trees (over 200) which I received from you were more than satisfactory. Men well acquainted with nursery stock pronounced them the best they had ever seen."

R. P. Perkins, Robertsville, Mo.

July 19, 1923

"The trees I bought of you last spring are all living and made a fine growth this summer. I have purchased over 100 trees from you and have never found a diseased tree in the lot. I have nothing but praise for the Neosho Nurseries Company and expect to give you another order soon."

A. S. Brewer, Granby, Mo.

July 16, 1923

"I find your stock to be all you claim and first class in every way."

F. B. Diekey, Walnut Grove, Mo.

July 23, 1923

"The nursery stock ordered of you did well. Only one apple tree failed to start growing, everything else has made a good growth.—Thanking you for the prompt service and good packing."

A. Nord, Bronaugh, Mo.

July 20, 1923

"The trees I ordered from you last spring came O. K. and were the best ever, without any doubts at all, they couldn't be beat. Thrifty, sturdy, clean stock and I want to say they have been and are now making a wonderful growth. I am also mighty glad to tell you I only lost 3 trees from the entire lot (241) which I am sure you will admit is an extra good showing. I sure appreciate the high quality of your trees also your very prompt and satisfactory service."

R. C. Hermance, Washburn, Mo.

August 4, 1923

"I have bought quite a large order of fruit trees and grape vines from you last spring which have proven to be very satisfactory. Out of 1150 grape vines I only lost four and out of 300 trees I lost three."

R. R. Cole, Joplin, Mo.

July 26, 1923

"I must admit the trees bought of you last year have done remarkably well, were every one good to start with. They were caught in an extreme cold spell in transit but were not hurt in the least."

H. C. Hitz, Fortescue, Mo.

March 28, 1923

"Last year I planted 190 of your trees. My neighbor planted some of your trees. But we wanted to make a direct comparison between your trees and cheaper stock that could be purchased elsewhere so my neighbor planted some of the cheap trees too. It has taken only one year's time. We now have evidence to prove that it certainly pays to buy first-class trees from a reliable source."

W. E. White, Granby, Missouri

April 19, 1923

"I purchased from you last fall 45 cherry trees and 10 peach trees. Spring is now here and these trees are already budding out and showing a perfect stand. Some of the young peach trees even have blossoms on them now. I have pruned them carefully and expect great results. At the same time I purchased from you I purchased from several sources at considerably higher prices, in fact from one place I paid almost double what I paid you and yet your trees are just as good."

W. A. Cowell, Joplin, Missouri

From NEVADA

August 7, 1923

"I have not lost a single tree (300), every one grew. I irrigated very regular and kept them in fine shape."

J. C. Mall, Fallon, Nevada

From NEBRASKA

August 1, 1923

"To say we have been pleased with the stock bought of you the past two seasons puts it mildly. The apples, cherries, grapes, and asparagus have all made wonderful progress."

C. P. Gernandt, Omaha, Nebr.

From NEW HAMPSHIRE

July 23, 1923

"The trees that I bought of you are doing well, they have started good. I have only a small place but if I want any more trees shall remember you."

A. D. Garland, Hampton, N. H.

From NEW JERSEY

August 2, 1921

"I never had better satisfaction in watching those trees grow, (203 peach), that I received from you. They were the best and cleanest lot of trees I ever had, not a borer or crown gall in the lot. Have not lost one yet. I must say they were the finest packed I ever saw; received them in the best of condition."

Alvin Adams, Atlantic County, N. J.

From NEW YORK

July 21, 1923

"The peaches all grew but one I think, I got them to fill in the old orchard, the apple all lived and are doing fine."

S. L. Noxon, Westfield, N. Y.

July 22, 1923

"I am glad to say that all the plants and trees I got from you this season are to our entire satisfaction."

Carl Meyer, Bay Shore, N. Y.

From NEW MEXICO

August 1, 1923

"In reply to your letter asking about the nursery stock I am delighted to be able to say that all are growing and doing well."

Z. I. Ellsworth, Chimayo, N. M.

From OHIO

July 24, 1923

"Will say the trees I got of you are fine. I only lost one out of the 105 you sent. They are growing fine. My neighbors far and near say 'what fine trees you have'."

O. Griswold, Bradner, Ohio

July 19, 1923

"Wish to advise that I have received shipments from you at different times, and wish to state that each and every shipment has been very satisfactory."

E. A. Eastman, Portsmouth, Ohio

From OKLAMOMA

July 23, 1923

"I have always found your stock satisfactory or I would not be coming back—and I have never had to have a replacement." Mrs. W. H. Randolph, Tulsa, Ok.

July 2, 1923

"It has been my intention for sometime to write you in regard to the fruit trees as I never saw such healthy ones, and none has died. in fact I couldn't have had better success."

G. W. Nichols, Bartlesville, Okla.

July 25, 1923

"In regard to the stock purchased of you, will say it was all first class and have just made inspection and find that every one of the 241 apple trees are living and doing well and very few of 2100 Concord grapes but what are living and doing well. I certainly will speak well of your nursery to any one who desires fair and square treatment."

J. A. Taylor, West Tulsa, Ok.

July 25, 1923

"The apple, plum, dewberry and McDonald blackberry have done fine. No better in the country, they sure are fine."

L. H. Driscoll, Cleo Springs, Ok.

From PENNSYLVANIA

July 2, 1923

"I bought 500 raspberry plants from your nursery. I was well pleased with them. I want two of your catalogs as a friend wants some plants."

Mrs. S. Carey, Moscow, Pa.

From PORTUGAL

"Your packing was perfect. The trees came in splendid condition are planted and have started to grow."

J. L. Wilson

From TENNESSEE

July 3, 1923

"I bought 300 peach trees of you last winter and lost only a few, the rest of them are doing nicely. The 3000 blackberry plants are doing well."

D. A. Ellis, Memphis, Tenn.

From TEXAS

July 21, 1923

"Can proudly say every tree grew that I received in the last shipment and have made an extraordinary growth this year. So many people have stopped in and asked what kind of trees those are and where I got them. I am sure pleased with my stock I received."

M. H. Crum, Perryton, Texas

From VIRGINIA

July 21, 1923

"I feel glad to state that the trees bought of you in February and March, 1922, are beautiful. They are larger and greener than many trees here that are 3 to 5 years old. We are very much pleased with them."

Mrs. J. Farrarm, Norfolk, Va.

From WISCONSIN

August 20, 1923

"In regard to the nursery stock I ordered last spring, I must say it is the best stock I ever received and that every plant is growing nicely."

C. J. Burmeister, Kewaunee, Wis.

From WEST VIRGINIA

July 25, 1923

"The trees purchased from you last spring are everyone living and making a good growth."

K. O. Green, Ghent, W. Va.

We supply our representatives with a list of our customers in their territories on request. We have thousands of testimonials from all parts of the United States.

Neosho Nurseries Co. :-: :-: Neosho, Mo.

PEAR

(Pears should be picked before ripe, early varieties a week before ripening on the tree, and Autumn kinds two to three weeks, Winter sorts from 30 to 90 days before fruit would ripen indoors. They should be placed in a closed closet or wrapped in paper and put in a closet. Duchess is supplied only as a Dwarf, Bartlett or Seckel either Dwarf or Standard).

Bartlett Large; bright yellow. Ripening late summer or early autumn. Good to eat out of hand. Excellent for canning, preserving and evaporating.

Duchess d'Angouleme Very large; greenish yellow; good quality. Succeeds best when grown as a Dwarf. Ripens late fall.

Seckel Small; yellowish brown with red cheek; very best quality. Ripens early to late fall.

Garber Very large; yellow; poor quality; grown in Central and Southern states; pollenizer for Kieffer. Ripens late fall.

Kieffer Medium to large; yellow; poor to good quality; valuable for canning and preserving. Season October to December.

PLUM

Wild Goose Early; bright red; medium to large size; fair to good quality; tree spreading; needs to be planted with other varieties for cross pollenization.

Red June Early; dark red; medium size; fair to good quality and sweet flavor. Tree spreading.

Abundance Early; red and yellow; medium to large; good to very good quality with rich sweet flavor. Tree is upright grower and most widely adaptable of Japanese plums.

America Midseason; golden yellow with red blush; medium to large; medium to good quality. Tree bears at very early age.

Burbank Midseason; red on yellow; large to very large; good to very good quality. Tree is spreading, straggly grower.

Shropshire Damson Late; dark blue; small; fair quality. The best known Damson.

BLACKBERRY

(Blackberries must be picked fully ripe from your own garden to be appreciated).

Lucretia is the leading Dewberry, very early, good quality, large berries. Trails on the ground and is usually trained to stakes or a trellis.

McDonald is a cross between dewberry and blackberry and trails on the ground the first season. It is self-sterile and Lucretia is usually planted to every fourth row. Planted south of Missouri. The berry is of good size and quality.

Early Harvest is a medium size early, good quality variety but only moderately hardy, requiring protection in winter in Northern Missouri.

Mercereau—Midseason; medium size; excellent quality; very hardy, vigorous and productive.

RASPBERRY

Ranere (St. Regis—Everbearing) Very early, bears good crop in spring and fall; red; medium size. Canes are hardy, healthy and drought resistant.

Cuthbert Midseason; red; large; high quality; widely adaptable.

Kansas Early to midseason; black; high quality; hardy; productive.

Cumberland Midseason; black; extra large; high quality; hardy; productive.

STRAWBERRY

Progressive Everbearing Medium size, good quality. With sufficient moisture and fertility it bears in the summer and fall after spring planting. The second season it bears early and again in late summer until heavy frost.

Dunlap Medium to large size, very good quality, midseason. Adapted to wide range of soil and climate.

Aroma Large, excellent quality, ripens late over a long season. About 260 carloads of this berry were shipped from Neosho in 1922.

Proof of the "Exceptional Value" of Neosho Nurseries stock is printed below and on the following page. We have hundreds more such letters from our customers.

Experience proves a good teacher but a hard taskmaster.

Goodman, Missouri,
December 28, 1923.

To Whom It May Concern:

If you are looking for trouble that will last for years, just buy any old nursery stock, save a few cents per tree at the start and lose many dollars in the long run.

The Big Four Orchard Co., of Goodman, Missouri, had that experience. A few years ago we bought 1700 apple trees, threw out 300 as too poor to plant, set 1400 and at the end of the first season 400 were dead.

In the same field at the same season we set out 293 Neosho Nurseries trees at 20 cents more per tree and every tree made a good growth.

We have planted more Neosho trees since then with gratifying results. Our neighbors also have the same experience.

That is why I urge planters so strongly to start right by buying Neosho Nurseries stock.

(Signed) Big Four Orchard Co.,
C. L. Williams, Mgr.

P. S.—I don't know how many trees we have set that came from your Nurseries, probably 1500, and I do not know of more than five that failed to grow.

November 23, 1921.
"Trees arrived O. K. on November 16th. We are well pleased with them. Were better value than others we purchased at double the cost." Fred Koch, Erie County, Ohio.
Price is not indicative of value.

September 18, 1922.
"The shrubs I bought of you last spring are all alive and growing and that is saying much considering the very dry summer we have had." Mrs. Robt. Vogt, Barry County, Mo.
It takes vitality to withstand drought.

August, 1921.
"Out of the 262 trees I bought of you last spring I didn't lose a tree."

J. E. May, Lebanon County, Pa.

This shows good packing and growing vitality.

March 29, 1921.
"Your trees are so very nice and look so vigorous while ——— are small, have odd shapes, thick stock about the roots and poor root systems. I am only very sorry that I didn't start dealing with you before. I am so pleased with your trees that I just had to tell you and tell you tonight. I have to give credit where credit belongs. I will surely send my next spring order your way."

Frank J. Mohr, Lehigh County, Pa.

Experience is a good teacher but very costly when you buy poor nursery stock.

April 12, 1921.
"The generous and spacious manner in which you have treated me calls to mind the 'Merchant Princes of old.' I have no doubt but that your customers are not only your friends but also your best advertisers. The trees arrived in perfect condition and I must say that they are the best grown trees I have ever seen, the roots being particularly good. In fact I did not think it possible to grow such roots."

A. Francis,

Gedney N. Holbeach, England.

This customer, 4000 miles away, sent us another order this fall, 1923.

July 21, 1921.
"The (39) trees that I have received from your nursery were the best trees that have ever reached this section, all of them were in excellent condition on arrival and all started out to grow like they meant business, and considering that we had several very hard freezes several people have been over to my place just to see those trees and say they have never seen new trees with such growth, as they have grown more this year already than trees that were set out last year."

H. W. Marshall,

Apache County, Arizona.

Growth of Neosho trees beats older trees.

November 27, 1922.
"The nursery stock (18 peach) you sold me last spring has done remarkably well. This has been due, I believe, to the fact that the trees themselves were in unusually good condition—strong, healthy and of good size. But a factor of no less importance was the care we gave them in pruning, setting and spraying. You may put me down as a satisfied customer and use my name freely with any who are looking for a good place to buy."

B. H. Winchester,

Fairfield Co., Conn.

It takes strong, healthy stock to properly respond to the best of care.

November 27, 1922.
"In regard to the growing season this year, will say we have had a very poor year, but we never lost a single tree out of the 25 we bought of you. They were well rooted and made a splendid growth in spite of the dry weather. We will always speak a good word for the Neosho Nurseries Co."

Mrs. E. R. Mahan,

Logan County, Okla.

Vitality overcomes handicap of weather conditions.

September 20, 1922.
"I am more pleased with the few trees and berries I got from you than I anticipated. I am very much of an amateur in the way of tree planting but I did have sense enough to follow the directions of people who have been in the business and have years of experience to back them up, with the result that my one-year peach trees and Delicious apple trees have grown about three to four feet over all this summer, same were planted last fall. I have seen other trees in the neighborhood that were purchased through ——— and they were simply stationary all summer, had leaves on but failed to expand or make any growth whatever."

T. B. Powell, Washington, D. C.

This clearly demonstrates what we mean by "Growing vitality" and "Growing Satisfaction."

July 23, 1920.
"I am thoroughly delighted with all the stock I received from you this past year, 1920—also 1919. My cherry trees only 2 years old bore cherries, one had 13, the other 7. Rambler Rose second year is 4 feet high, loaded with bloom. California Privet hedge, out of 100 plants I only lost 3, winter killed. That I consider excellent. The Walnut shade trees are growing vigorously. I am always ready with words of praise for the Neosho Nursery people." Mrs. Geo. A. White,
Essex County, Mass.
Such praise repays our painstaking care.

1920.
"I take pleasure in stating that the trees received from you some three years ago have given good results and are growing and developing perfectly. I have had some little fruit last year and expect to have a starting crop this year." Leon Wolff, Mexico City, Mexico.
Time proves the worth of Neosho stock in a strange country."

July 17, 1920.
"We were very well pleased with the shipment of 500 Wealthy apple trees. They are doing nicely and very few failed to live. They were a long time on the road on account of poor transportation."

Homer Flickinger,

Cheboygan Co., Mich.

Vitality of Neosho trees and Neosho packing is demonstrated.

May 19, 1922.
"I have just returned from my Pinehurst (Moore County) orchard and find of the 12,700 trees bought of you and planted one year ago last winter, practically all are living, less number dead than other orchards in the same territory, the cause of which I think is partly due to the vigor of the trees when planted and partly due to the fact that we grew peas and rye, putting humus and balanced fertilizer in the ground."

Dr. J. R. Lowry, Wake County, N. Car.

The vigor of our trees and good care gave this planter "Growing Satisfaction."

March 31, 1921.
"The trees and shrubbery arrived in good shape and are just fine. Also I admire your business principles, your generous treatment, and appreciate it very much. You have my good wishes." Joseph E. Toot, M. D.,
Columbiana Co., Ohio.
Good stock and fair dealing go together.

July 19, 1923.
"All nursery stock I have received from you has done fine here. I am sorry I did not order all of my nursery stock from you this last spring."

Geo. H. Gleason, Cumberland Co., Maine.

A trial proves Neosho quality.

November 9, 1921.
"We have not yet made an accurate count, but we believe at least 99 per cent of the trees (1005 Apple) we got from you last spring are still living."

Farris Orchard Co., Alleghany Co., Md.
It pays to buy by the name "Neosho."

December 1, 1922.
"In the spring of 1920 I purchased 2000 Yellow Transparent apple trees from you, and I wish to say that they were the finest bunch of trees that I have ever seen."

Frank L. Janes,

Fayette County, Ohio.

This speaks volumes for the Neosho Nurseries.

July 17, 1920.
"In reply will say I have one dead tree out of 535. I am certainly well pleased with the way these trees have done. Last fall was so wet and so much bad weather I thought the trees had a poor chance for a start but all have turned out fine."

Arthur Boyle,

Macoupin County, Illinois.

Exceptional stock brings exceptional results.

December 10, 1922.
"Received the apple trees (960) for Dr. W. R. North by express and they were in excellent condition. Have ordered over two thousand trees the last two years from different nurseries and the ones I received from you were the finest I ever received. It will be a pleasure to recommend you to my friends and know you will get orders next year from here."

J. E. May, Franklin County, Missouri.

A pleased customer is the best advertisement.

April 12, 1922.
"I have just received a letter from my brother in Ireland, stating that he received the five apple trees you shipped him by parcel post, in good condition. I want to thank you for your good service and attention."

A. Gilmore,

New York City, N. Y.

Proof of Neosho Service from Ireland.

October 2, 1922.
"We are glad to say that all trees (200) purchased from you last year as well as two years ago, have all grown well. The trees when received were in better condition than were trees which came from nearby. The quality of stock is of a superior grade."

E. V. Rice, Wayne County, Ohio.

Good condition is of vital importance. Distance from Neosho is no obstacle to satisfactory service.

September 21, 1922.
"My trees did as well this season as those bought of you in 1919. Everyone that has seen my orchard says they are the finest trees ever seen in this country."

B. B. Williams, Morehouse County, La.

Good stock plus good packing calls for knowledge, skill, experience and desire to please.

PEONIES—The most widely planted and popular of all hardy flowers. Easy to grow.

Couronne de Or—White, gold stamens and carmine tips.

Dorchester—Pale pink, large, fragrant, beautiful.

Duchess de Nemours—White, green tips at center, fragrant

Duc de Wellington—Ivory white, large, double, fragrant.

Festiva Maxima—White, carmine tips at center, spicy.

La Sublime—Crimson, fine, full, fragrant.

Madame Lebon—Bright cherry pink, very large.

Meissonier—Brilliant reddish-purple, free bloomer.

Nigricans—Dark crimson, compact bloom.

Prince Imperial—Brilliant purplish scarlet; very large.

3 to 5 Eyes.....Each Rate, .50 5 Rate, .45

Collection—Assorted colors, our selection. 4 for \$1.00.

IRIS

IRIS GERMANICA—The *Fleur-de-lis* of France, sometimes called *Hardy Orchids* because of their exquisite coloring.

Black Prince—Dark purplish blue; very early.

Celeste—Pale azure blue, large.

Fairy—White with touch of soft blue; fragrant.

Flavescens—Creamy white; sweet scented.

Madame Chereau—White frilled with clear blue; long season.

Perfection—Purple and lavender; very beautiful.

Queen of May—Lilac with rose tint; one of the best.

Sans Souci—Canary-yellow and crimson-brown.

IRIS SIBERICA—Has narrow grass-like foliage; long stems; blooms after the German varieties.

Orientalis—Intense blue, beautifully marked.

Prices of Iris—Strong Divisions.

Per Each	Per 5	Per 25	Per 100
.15	.50	\$2.00	\$5.00

Collection—Assorted colors, our selection, 25 for \$1.00.

CLIMBING VINES

	Each	5
	Rate	Rate
Boston Ivy50	.45
Clematis, Japanese50	.45
Clematis (Purple), Large		
Flowering	1.50	1.35
Honeysuckle, Hall's40	.35
Trumpet Vine40	.35
Wisteria, Japanese60	.55

"WHAT A BEAUTIFUL HOME"

Does anyone say that about *YOUR* home? Do you say it yourself? If not, now is the time to make a start toward making your home more beautiful, more attractive to yourself and others and more valuable. Just a Hall's Honeysuckle or a Climbing American Beauty rose on the porch, a Spirea Van Houttei in the angle between the steps and porch, or at the corner of the house will help a whole lot.

ROSES—Field Grown.

Climbing Roses—

	Each	5
	Rate	Rate
Climbing American Beauty (Red)	1.25	1.15
Dorothy Perkins (Pink).....	.75	.70
Excelsa (Red Dorothy Perkins)75	.70

Bush Roses—

*Annie Miller (Pink), an ideal "Baby" rose for borders, beds and edges of shrubbery masses75	.70
General Jacqueminot (Red).....	1.25	1.15
*Gruss an Teplitz (Red).....	1.25	1.15
*Maman Cochet (Pink).....	1.25	1.15
Marshall P. Wilder (Dark Red)....	1.25	1.15
Ophelia (Yellow)	1.25	1.15
Paul Neyron (Clear Pink).....	1.25	1.15
*Snow Queen (White American Beauty)	1.25	1.15

*Everbloomers.

VIOLETS—Single, fragrant, purple.

Per 25, .75 Per 50, \$1.30 Per 100, \$2.00

ORNAMENTAL TREES

	Each	5
	Rate	Rate
Bechtel Crab, Double-flowering	1.50	1.40
Catalpa Bungei (Umbrella Tree), 5-ft. Stems.....	3.00	2.75
Elm, American White....6-8 ft.	1.00	.95
Elm, American White....8-10 ft.	2.00	1.90
Green Ash	1.00	.95
Green Ash	2.00	1.90
Maple, Sugar	2.00	1.90
Maple, Silver	1.00	.95
Maple, Silver	2.00	1.90
Poplar, Carolina75	.65
Poplar, Lombardy	1.00	.95
Sycamore, American.....6-8 ft.	1.75	1.65
Sycamore, American.....8-10 ft.	2.00	1.90

NUT TREES

Shipped direct from Nursery in Pennsylvania.

Budded or Grafted, adapted for Northern States.

PECAN—Busseron, Butterick, Greenriver, Indiana, Marquardt, Niblack, Posey.

ENGLISH WALNUT—Franquette, Mayette, Rush.

Prices on Pecan and English Walnut:

1½ to 2 ft.	\$1.75 each	\$17.50 per dozen
2 to 3 ft.	2.00 each	20.00 per dozen
3 to 4 ft.	2.25 each	22.50 per dozen
4 to 5 ft.	2.50 each	25.00 per dozen
5 to 6 ft.	2.75 each	27.50 per dozen

BLACK WALNUT—Ohio, Stabler, Thomas.

1½ to 2 ft.	\$1.50 each	\$15.00 per dozen
2 to 3 ft.	1.75 each	17.50 per dozen
3 to 4 ft.	2.00 each	20.00 per dozen
4 to 5 ft.	2.25 each	22.50 per dozen
5 to 6 ft.	2.50 each	25.00 per dozen
6 to 7 ft.	2.75 each	27.50 per dozen
7 to 9 ft.	3.00 each	30.00 per dozen

Dozen rates apply only on varieties of the same kind.

SHRUBS

These prices are on strong plants varying in size with variety, some being naturally smaller growers.

	Each	5	25
	Rate	Rate	Rate
Althea (white, pink or red)75	.70	.65
Barberry, Japanese75	.70	.65
Bechtel Crab, Double Flowering	1.50	1.40
Butterfly Bush75	.70	.65
Deutzia, Lemoinei75	.70	.65
Deutzia, Pride of Rochester65	.60	.55
Dogwood, Siberian65	.60	.55
Golden Bell, Upright.....	.65	.60	.55
Golden Bell, Drooping.....	.65	.60	.55
High Bush Cranberry.....	.75	.70	.65
Honeysuckle, Japan Bush..	.65	.60	.55
Hydrangea, A. S. (Hills of Snow)75	.70	.65
Hydrangea, P. G. (Large Flowered)75	.70	.65
Japan Quince75	.70	.65
Lilac, Common Purple.....	.65	.60	.55
Rosa Rugosa (white or red)75	.70	.65
Snowball (common)75	.70	.65
Snowberry65	.60	.55
Spirea, Anthony Waterer..	.75	.70	.65
(Crimson Everblooming)			
Spirea, Thunbergii (Snow Garland)75	.70	.65
Spirea, Van Houttei.....	.50	.45	.40
Syringa or Mock Orange....	.65	.60	.55
(Philadelphia Coronarius)			
Weigela Rosea (Diervilla Florida)75	.70	.65

HEDGES

	5	25	100
Size	Rate	Rate	Rate
California Privet—			
12—18-in.	.12	.10	.06
18—24-in.	.15	.12	.08
Japanese Barberry—			
12—18-in.	.60	.55	.45
Spirea, Van Houttei—			
12—18-in.	.25	.20	.12
18—24-in.	.35	.30	.20

Every purchaser should make a map or chart on paper of his plantings, showing the location of each variety. This map will be useful in caring for the planting and in describing the property if ever offered for sale.

Read These Reports From Our Customers

July 19, 1923.

"The trees I bought of you last spring are all living and made a fine growth this summer. I have purchased over one hundred trees from you and never found a diseased tree in the lot. I have nothing but praise for the Neosho Nurseries Company and expect to give you another order soon."—A. S. BREWER, *Granby, Missouri*.

July 28, 1923.

"The trees (over 200) which I received from you were more than satisfactory. Men well acquainted with nursery stock pronounced them the best they had ever seen."—ROY P. PERKINS, *Robertsville, Missouri*.

July 18, 1923.

"Out of the 375 peach trees bought of you we had one tree to die, and it only died down to the graft or where it was budded, and the other 374 trees are alive and growing fine. (We are more than pleased with the stock and appreciate it more from the fact that we bought 96 trees from a well known firm at _____ and they did not look well, neither did they grow as we expected, and we have a number of dead trees; also we bought about 88 both apple and peach trees, from another nursery in _____

_____ and have about 12 apple trees dead and about 15 peach trees dead and some weak trees, and all three stocks had the same conditions and some of the trees were in rows alternate with the three different nursery stocks.) This is conclusive proof of the thriftiness of your stock, and wish to add another thought, we were given the best service and the best packed trees, the cheapest trees laid down at our station, and in every way pleased more with your stock than any nursery that we ever had any dealings with."—E. E. EVANS, *Casey, Illinois*.

July 23, 1923.

"The trees (241) I ordered from you last spring came O. K. and were the best ever, without any doubts at all, they couldn't be beat. Thrifty, sturdy, clean stock, and I want to say they have been and are now making a wonderful growth. I am also mighty glad to tell you I only lost 3 trees from the entire lot, which I am sure you will admit is an extra good showing. I sure appreciate the high quality of your trees, also your very prompt and satisfactory service."—R. C. HERMAN, *Washburn, Mo.*

July 21, 1923.

"I feel glad to state that the trees bought of you in February and March, 1922, are beautiful. They are larger and greener than many trees around here that are 3 to 5 years old. We are very much pleased with them."—MRS. JOHN FARRAR, *Norfolk, Virginia*.

"I am glad to tell you that out of some 200 trees that I got from you last fall, that I have not lost a single tree. And they have practically all made a splendid growth, many of the new branches at this date being 3 to 4 feet long. Out of 100 grapes I lost about a half dozen, the rest are doing fine."—L. W. EVERHART, *Fort Scott, Kansas*.

July, 1923.

"One who could not be satisfied with such orchard stock as you sent me last year belongs in some other world. Did it grow? It couldn't help it."—I. WALTER BASYE, *Bowling Green, Mo.*

July 18, 1923.

"All of the stock we have heretofore purchased from you has been quite satisfactory, and we are free to say that the trees which you have sent us are larger and hardier than we have ever bought from any other nursery house. All of the stock that we planted has grown very satisfactorily and we have only the highest commendations to make of our dealings with you."—E. J. HAMLEY & SON, *Lake Providence, Louisiana*.

July 23, 1923.

"The trees I got from you last winter have done well. I have lost but one out of the lot of 132. They are by far the best first season trees I have ever seen around here, and I am sure they will make a fine block in my orchard."—C. L. OLDHAM, *Gravette, Arkansas*.

July 24, 1923.

"The nursery plants I got of you last spring are growing fine. I never as yet had any trouble getting nursery stock to grow that comes from your nursery."—J. L. LIERLY, *Gilman City, Missouri*.

July 24, 1923.

"Will say the trees were entirely satisfactory. I lost a smaller percent than the alcohol in beer. Out of 365 lost 1 tree. I would take pleasure in recommending you."—ARTHUR GRAHAM, *Grain Valley, Missouri*.

July 27, 1923.

"Our trees came in good order and are growing very well. None have failed to live and all seem just right. One Livland raspberry had twenty-seven blossoms on it, which seems to show that it will be a young bearer. Of course, we have no fruit set on it. We thank you for the good trees."—W. C. PAINE, *Salisbury Cove, Me.*

July 25, 1923.

"In regard to the stock purchased of you, will say it was all first class and have just made inspection and find that every one of the apple trees (241) are living and doing well and very few of 2,100 Concord grapes but what are living and doing well. I certainly will speak well of your nursery to anyone who desires fair and square treatment."—J. A. TAYLOR, *West Tulsa, Okla.*

July, 1923.

"It's been several weeks since I've noted the growth of trees I set last fall. At that time they were showing good results of growth, in fact the best results of over previous years of planting."—WM. F. SCHOTT, *Indianapolis, Ind.*

July 21, 1923.

"Can proudly say every tree grew that I received in the last shipment and have made extraordinary growth this year. So many people have stopped in and asked what kind of trees those are and where I got them. I am more than pleased with my stock I received."—M. H. CRUM, *Perryton, Texas*.

July 3, 1923.

"Last fall I received 208 cherry trees from you. I am pleased to tell you every one of them lived."—LA RUE LABADIE, *Paw Paw, Michigan*.

July 25, 1923.

"Will say the nursery stock I ordered from you last spring, like most everything I have ordered from you in the past, seems to have a habit of growing and living, I don't think I lost anything."—SHERMAN HOCSETT, *Brownell, Kansas*.

July 23, 1923.

"I have always found your stock satisfactory or I would not be coming back—and I have never had to have a replacement."—MRS. H. W. RANDOLPH, *Tulsa, Oklahoma*.

July 19, 1923.

"The fruit trees I ordered of you were fine trees and quite large. They have all made a good growth up to now. I am well satisfied with them. Several of my neighbors saw them and some of them will want a few trees in the spring."—JOHN W. AUGUR, *Mt. Auburn, Illinois*.

"Will say the nursery stock I bought from you last spring has done fine, not a tree failed to grow."—JOHN E. BIGELOW, *Riverton, Illinois*.

July 19, 1923.

"Answering your circular letter as to stock sent to me this spring: Just as two years ago when I was at Fisher, it is A-1. My Strawberries there were a wonder to all and I have a first stand of the Dunlap plants for next year bearing, and the Everbearing are coming now in bloom and fruit forming. I am pleased with my stock received from you."—REV. U. GRANT JOHNSTON, *Saybrook, Illinois*.

July 18, 1923.

"I find your stock to be all you claim and first class in every way."—F. B. DICKEY, *Walnut Grove, Missouri*.

"I am sure you will be interested in learning that these trees lived up to everything you claim for them in your catalogue. In fact, I was amazed at the size and flavor of the peaches."—H. S. JONES, *Jefferson Co., Ala., July 25, 1921*.

"All of the 536 peach trees purchased from you last year are doing well."—P. JONES, *Pima County, Arizona, August 21, 1920*.

"Out of the 100 peach trees I got from you I lost only two, the others have made good growth and are looking fine. I think my trees have done better than any of my neighbors bought nearer home."—ROBERT J. SPEER, *Cayahoga Co., Ohio, Sept. 24, 1922*.

"The shipment of fifty-odd peach trees I bought of you, although of the small size, came through in good shape and are doing fine although we had a very dry summer, they say the driest in 70 years. No one could find anything but praise for the stock you sent me last year."—E. H. POMEROY, *Jackson Co., Oregon, Sept. 22, 1922*.

"The Montmorency cherries purchased of you were a long time on the road, in fact were lost but finally traced up. When received we heeled them in at once and later set them out carefully. Out of the 135 that we bought about a dozen failed to grow."—J. BEEBE & SON, *Lane Co., Oregon, July 27, 1921*.

Let us help you also to enjoy "Growing Satisfaction"

Neosho Nurseries Co.,

-:-

Neosho, Missouri